

Great Organ Plays at 10 and 4.25
Whittington Chimes at noon

WANAMAKER'S

Store Opens at 10

WANAMAKER'S

Store Closes at 4.30

WANAMAKER'S

WEATHER
Partly Cloudy

"This Store Is Easy to Get Into and to Get Out Of"

Be Careful When Gathering Wild Flowers in the Thickets in the Woods

Mixed among the little beauties and the big belles of flowering bush are poison vines, henbane, nightshade and saw-edged wild grasses, and sometimes marshy places where the mud will hold you by both feet.

Mind your steps in forests and elsewhere as well.

A gale, not of wind, but of fire, in the little village, burned down a hundred-roomed hotel with all its furniture and nearly all its contents in a scant half hour at midnight.

If you sleep in a wooden hotel while traveling, be sure of how you are to get out the quickest and safest way, and go to sleep with a heavy wrapper at your side in case you are obliged to sit on the roadside until daylight.

This Store is easy to get into and to get out of, and you can drive ordinary furniture cars and a pair of horses in and out eight of the ten entrances and exits.

[Signed] *John Wanamaker*

September 4, 1918.

From Paris—New Dress Trimmings

As we have just taken them from their overseas boxes, you will know they are very new, indeed, and in the Autumn fashions.

There are lovely things—all of gleaming, sparkling jet, and the designs are fascinatingly new.

There are—

Handsome new tunics.

Black jet bands.

Rich black jet garnitures.

Black jet tassels.

You will enjoy seeing all of them!

(Main Floor, Central)

Imitation Coral Jewelry in New Designs

Combined with metal in the soft, pretty French gray finish, these new pieces of coral jewelry are most attractive indeed. The coral (imitation, of course) is in one of the pretty pink shades and the designs are very pleasing.

Bar pins, 50c and \$1.25 each. Earrings, 50c and 75c a pair. Necklaces, \$3.50 to \$11.

(Jewelry Store, Chestnut and Thirteenth)

ON THE AISLE TOMORROW

200 Silk Waists for Women at \$3.85 Each

Brand new—just out of their boxes.

Two good models; one of lustrous crepe de chine, in white or flesh, with square neck and collar and pretty embroidery; the other of flesh or white crepe Georgette, with crisp and snowy collars and cuffs of tucked white organdie.

(West Aisle)

150 of the Better Tub Dresses for Girls Are Reduced to \$5 to \$8.75

It is because they sometimes need a pressing or a tubbing that we have reduced them, for these are the good linen and cotton dresses that girls wear the year 'round.

They are in excellent styles—shirtwaist dresses, suspender dresses and straight-line frocks—all suited to girls who wear 6 to 14 year sizes. Gingham, chambrays, linens and crepes in pretty colors, and voiles, batistes and lawns in white.

Some are hand embroidered, all are most attractively made, and the reductions run from a third to a half the former prices, so that wise mothers will buy enough for months to come.

(Second Floor, Chestnut)

In the Sale of Lamps You Will Find

Silk shades at half-price—\$4 to \$25. They are the sample lots of four manufacturers and are 12 to 26 inches across and designed for both floor and table lamps. Also they are in almost every conceivable good shape and color, from the dainty French-looking shades to the rich Oriental ones.

And 24-inch shades for floor lamps, \$25 each. These are made from Kopeck cloth with an inner lining of cretonne, both of extremely fine quality. No two of these are alike.

Lacquer Floor Lamps at half—\$13.50. From Japan and very attractive.

Small candlesticks of wood at 50c. Complete with paper shades, candle and holder.

(Fourth Floor, Central)



REMINISCENCE of the ROYAL MAIL from THE WHITE FART, NORWICH, 1832

These New British Topcoats for Men May Be the Last

(See Them in the London Shop)

This shipment just arrived from Kenneth Durward, London. If you want one you had better get it early, for when these are gone we do not expect to get any more.

Fine and fashionable as ever, with their inimitable lines and distinctive patterns and colors.

Shetlands, coverts, tweeds and homespuns are the fabrics and all are light in weight.

Price \$47.50, which is very little more than our London coats were last year.

(The Gallery, Chestnut)

Where Shall a Man Safely Buy a New Fall Suit?

The Wanamaker Clothing Store has for 57 years sold good clothing to the men of Philadelphia and has never sold any other kind.

Every year it has made some improvement.

It sells better clothing today than ever before—all wool and hand tailored.

It sells better clothing than we know of in any other store.

It sells at the bedrock low price.

It keeps its customers.

It would prefer to make no sale rather than let a customer be disappointed with a suit bought here.

Its new Fall suits are ready now for the men of Philadelphia to see.

(Third Floor, Market)

Chiffon Bordered Veils Are High in Fashion Now

Have you noticed how many smart hats are draped with these airy, dainty veils? They are of hexagon meshes, filmy and fine, with deep borders of chiffon.

They come in black, navy blue or brown, are in different attractive designs and cost \$1.50 and \$2 each.

(Main Floor, Central)

The New Cowl Collars Are Here—

and so, too, are ever so many new ideas in pretty neckfinings.

There are collars of satin and crepe Georgette, made with the round necks that are the fashion now; and pleated collars all of crepe Georgette.

New, too, are the round collars with sailor back—these also of crepe Georgette; others are of crepe or satin in shawl shape, in sailor shapes, in tie effects, and in white or flesh color.

Collars are \$1 to \$3 each. Collar and cuff sets, in new designs, and of satin or crepe Georgette, with ruffles or pretty edges, \$1.50 to \$3 set.

(Main Floor, Central)

We Are Taking Orders for Girls' Gymnasium Bloomers—

and the girls who will soon need them may leave their orders in the Kimono Store, on the Third Floor.

Bloomers of black cotton warp storm serge are \$4.75.

Of all-wool storm serges in black, \$5.75; made with pocket and full pleated.

White middie blouses, full size and well made, \$2.50.

We give personal attention to the orders from private schools and colleges and will be glad to furnish estimates upon request.

(Third Floor, Central)

We've Just Unboxed Some Fine Crepe Poppins

All-wool crepe poppins they are, of a sort that have been out of the market for a long time. They are just what women want for early Fall suits and one-piece frocks.

Colors are navy and mid-night blue, taupe, Concord, brown, heaver, Burgundy and black.

Price, \$3 a yard.

(First Floor, Chestnut)

Smart Envelope Books That Women Will Like

The leathers are auto leather, patent leather in fancy grains, pin seal and dull morocco, and each book is beautifully made, with silk lining and attractive clasp. Plain, but rich.

Prices are moderate—\$1.50 to \$4.

(Main Floor, Chestnut)

Now That the New Letitia Corsets for Autumn Have Come—

women who plan their wardrobes from the foundation, which is a good corset, may come in, get the model which best suits them and then go ahead planning new frocks and gowns.

Here are some of the new Letitias—every one comfortable, and planned on the line for fashionable Autumn gowns and suits: \$4.50—a dainty pink batiste, elastic band across top, very low, but with the new Empire effect in front, for slender figures.

\$4.50—another model of pink batiste with low bust and long skirt, for average figures.

\$5—a low-bust model, Empire effect, cleared hips, lightly boned and very comfortable.

\$5.50—a pink coutil model, well boned, medium bust, lacing at bottom of clasp, for full figures.

\$6.50—a figured pink coutil, medium high bust, long skirt, daintily trimmed with lace and ribbon.

\$7—an excellent model of figured pink broche, elastic band in bust, which is low, with Empire effect. Very desirable for slender and average figures.

\$8—model of strong pink coutil, full, deep bust, elastic insert over abdomen, for full figures.

(Third Floor, Chestnut)

New E. & R. Waists Designed Especially for Comfort

For the women who are strenuous at work or play, these waists give the combined satisfaction of style and comfort.

\$2—Very low bust, long-hip model, of coutil, boned with flexible steels, elastic gored below from steel. For average figures.

\$3—Of white coutil, low bust, medium length, cleared hip, with

wide, gore of elastic extending from waist to bottom of skirt.

\$4—A topless model of pink figured broche, trimmed with satin ribbon and lace, medium length hip with elastic gore. Suitable for growing girls or slender women.

\$4.50—A comfortable maternity model.

\$5—Athletic waists.

THIS CHINA SALE MEANS MORE BEAUTIFUL TABLES

Haven't you often heard women say: "Half my enjoyment of a meal depends on the appointments of the table"? We all feel the same way, more or less.

The experienced hostess regards nothing as superseding the excellence of her table service. That does not mean that she buys the most expensive china and glass that she can afford, but that she chooses it with care and good taste and makes sure that no cracked or nicked pieces come on the table.

This September Sale of China provides an opportunity to get a handsome new dinner service or sparkling new cut glass at prices that are not only moderate in the first place, but much below regular.

The prices on the following groups represent savings of a fourth to a third:

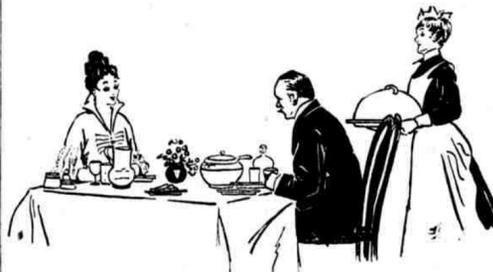
French dinner sets, \$25 to \$175.

English dinner sets, \$25 to \$75.

Japanese dinner sets, \$20 to \$50.

American dinner sets, \$13.50 to \$40.

(Fourth Floor, Chestnut)



As for the Cut Glass—

there are about 3000 pieces of almost every conceivable kind, from a bonbon dish at 65c to a punch bowl at \$50, all at reductions of 25 to 50 per cent.

A Sudden Sale of Shoes for Men and Women

2000 Pairs of Men's Shoes, \$5.90 and \$6.40

This represents the closing out of eight lines of straight-lace and Blucher shoes, suitable for wear right now and through the Fall and Winter.

In the lot are dark tan lace shoes and black calfskin and kidskin lace and Bluchers, in various toe shapes. All were about half again as much.

(Main Floor, Market)

500 Pairs of Women's Shoes, \$10.75

These are beautiful boots that have been \$5.25 more. High lace shoes, with fancy colored buckskin tops and vamps of light and dark tan calfskin; a few black kidskin. They have Cuban and low heels.

(First Floor, Market)

Yes, We Have New High-Neck Nightgowns for Women

In September when the nights are cooler many women like to change to high-neck and long-sleeve nightgowns, and this advertisement is to tell those women that we have the new nightgowns ready now.

They are made with V necks, round necks and square necks and trimmed with tucks and good embroideries.

Cambric gowns, \$2.50 to \$3.75 each; nainsook gowns, \$2.50 to \$5 each.

(Third Floor, Central)

200 Silk Umbrellas for Women at \$4 Each

We consider ourselves very much in luck to have these—you will consider yourself so if you are here to purchase one, because—

The material is lustrous taffeta silk.

In black and all the popular colors.

Very smart handles of mission wood with bakelite tops and silk loop cords.

(Main Floor, Market)

The Winter's New Shoes Are Coming by Battalions and Regiments

Thousands of pairs here now for men, women and school children. High shoes in all good fashions at moderate prices.

Having, in our two stores, the largest retail shoe business in the world, it need not be surprising that we are frequently, by taking great quantities, able to buy very good shoes at lower prices than merchants of smaller dealings must pay; and thus our customers benefit greatly.

(Woolen and Children's Shoes, First Floor, Market)

(Shoe Store, Main Floor, Market)

New Winter Coats for the Baby

We should say that they are very much on time. Mothers will be glad of this early opportunity to select these little garments now and have them ready when the cold weather actually sets in.

They are both short and long, also some capes.

The materials are corduroy and Bedford cords.

They are all white.

And trimmed with dainty embroidery and scallops.

\$5.50 to \$6.75.

(Third Floor, Chestnut)

Bungalow Aprons \$1.25 and \$1.75

Women who wear these practical garments will like to know about two good styles that we have now—

One, of dark blue percale, with black and white striped percale for trimming, fastening down the side, and with belt, \$1.25.

Another apron, of pink or blue percale, opening in front, and with white braid for trimming, is \$1.75.

(Third Floor, Central)

The New Linen Handkerchiefs for School Girls and Boys Are Here!

Especially made for the wear and tear of strenuous school days.

Sturdy linen ones for the boy who works and plays so hard.

All white at \$3 and \$4.20 a dozen.

With colored borders at 50c and 60c each.

With block letter initials, \$3 a dozen.

Daintier ones for the girls, but durable nevertheless.

Plain white hemstitched ones, \$1.50, \$2 and \$3 a dozen.

Colored ones at 25c and 50c each.

With block letter initials, \$2.20 and \$3 a dozen. For the smaller children there are plain white ones at 95c and \$1.50 a dozen and colored print borders at \$1.50 and \$1.80 a dozen.

Marking in ink for 36c a dozen.

Machine embroidery, initials or first name, 75c a dozen.

Full name, \$1.25 a dozen.

(Main Floor, Central)

There Are Many Uses for the New Couch Covers

School and college girls furnishing their own rooms, people at home who wish to freshen up their own homes and apartments, will find these new couch covers most attractive indeed.

Many new colors and designs make the assortment especially interesting, and the prices are quite moderate.

Couch covers of imitation linen, 53x103 inches, \$1.85 each. Of stenciled crash, \$4.50.

Tapestry covers, in Oriental designs, \$4.50 to \$10. Velour covers, \$10 to \$20.

(Fifth Floor, Market)

Why Do Golfers Buy New Clubs Toward Fall?

Because their Summer's play often shows them the need of an extra club or two or of a change in the style of some they have been playing with.

If they cannot get what they want in the assortment we have, we don't know where they could. This showing of imported wood clubs and irons is famous all over this part of the country. The wood clubs are \$4 and \$4.50. The irons are \$3.50.

Golf balls of nearly all standard makes, \$6 to \$12 a dozen.

(The Gallery, Chestnut)

Pure Linen Huckaback Towels at 50c

These towels are of pure Irish linen, with hemmed ends. They are from a manufacturer in Ireland who makes a specialty of Irish "Devon" hucks, and are free from dressing.

It has been a long time since we have had such good huckaback towels for 50c, and it may be a long time before we have them again.

(First Floor, Chestnut)

Linen Glass Toweling Under Wholesale Price

A forehanded purchase of a superior grade of checked toweling with 2-inch checks in deep blue or red. Made of clean yarns and specially adapted to cleaning glass or silver. It is 20 inches wide.

We are able to sell this particular lot at 40c a yard, which is less than we could buy a similar grade for in an even narrower width today.

(First Floor, Chestnut)

The Wanamaker Sale of Housefurnishings Is Famous for Its Standards

There's many a "sale" of kitchen and household utensils made possible by purchases of "seconds" and damaged goods.

The Wanamaker Sale is famous because it is the sale of the finest goods to be had—with prices as low as may be charged elsewhere for "seconds" and trash. It is

Refrigerators (15 sizes, including the \$25 Wanamaker special).

Rotary Sewing Machines (lock and chain stitch in same machine).

Fireplace furnishings.

Enamelled Cooking Utensils (coated with pure enamel).

Aluminum Cooking Utensils (stamped and cast).

Kitchen Cabinets (white interiors with porcelain steel table tops).

Woodenware (ladders, ironing boards, pastry boards, spoons, etc.).

Clothes Wringers (guaranteed for three years).

Cutlery (carving sets, paring knives, table knives and forks).

Bathroom Furnishings (all white and nickel plated).

(Fourth Floor, Central and Market)

famous for its standards, its excellencies and its improvements. It always introduces something new.

Everything for sale is made especially for this sale, and the reduced prices are because of the great quantities ordered.

Among other things it includes:

Vacuum Cleaners (save \$5 on either of two regular types).

Galvanized Ware (heavy ash cans, garbage cans, buckets and tubs).

Tinware (America's best boilers and white pantry ware).

Brushes by the thousand.

Soap (for laundry and house-cleaning, three popular brands).

Chamois and Cleaning Cloths (everybody knows Wanamaker chamois will not harbor).

Ostrich and Turkey feather dusters.

Dustless Mops (the chemical treatment makes the mops pick up dust).

Lamb's Wool Dusters (washable).

Serving Trays (decorated plain).

Chaffing Dishes, Coffee Jars, Casseroles, Griddles and Scrapers, etc.